

# Pens And Pencils That You Can Sell

IT is now an established fact that people are buying what they want, and refusing to buy what they don't want.

Any merchant can make sales and profits if he offers things that are really new and actually desirable.

Stagnation in business is now revealed as the paralysis of lines which are no longer interesting to the public.

These facts have inspired and guided Conklin in the creation of new lines—items outstandingly different and better—new numbers which embody the greatest progression in the fountain pen industry in the last 40 years.

Look at the situation squarely. Do you know of any fountain pen that is different from the self-filling Conklin of 40 years ago except superficial details of design or construction? Wherever you find it, it's really the same old pen.

Now look at a **Conklin Nozac Symetrik**. You never before saw or heard of a fountain pen like it. Here is a sac-less pen, featuring a unique, new filling device, with vastly increased ink capacity and with visible ink section optional. "**The pen that winds like a watch**" has captured popular imagination, and the new and greater measure of utility, convenience and value it offers has energized public buying. Here is something that can be sold to the man who already has pens in every pocket.

The **Conklin Ensemble** is another number that can be depended upon to ring the cash register at any and all times of the year. The amazing popularity of the pen-and-pencil-in-one continues unabated.

*Merchandise is going to be the biggest factor in present day merchandising*

*Here is the real answer to the present problem of the writing equipment retailer.*

There are four models meeting every popular preference. At \$7.00 and \$8.00 they show the dealer an attractive profit on each sale.

New color combinations of originality and beauty in the famous **Conklin Endura Symetrik** line will energize

and renew popular interest in this, the greatest line of unconditionally guaranteed pens. The words "**Conklin Endura**" mean to the public today constant and permanent satisfaction in ownership, and, to the trade,—consistent steady profitable sales. **Conklin Endura Symetrik** numbers will enhance and perpetuate the popularity and good name of this outstanding line.

There are still a lot of people in the world who need and must buy a low-priced pen of real quality and class. For this substantial and ever-present demand Conklin provides a big line of **\$3.50 pens and \$2.50 pencils** in the new Conklin Symetrik shape and in the very smartest of color combinations. These form fast selling pen and pencil sets that can be retailed at the popular price of \$6.00. For those who must have a pen and pencil set at a still lower price, there is the Conklin \$5.00 set—real quality and surprising

beauty at the lowest price level in the market for quality merchandise. Obtainable in Red and Gold, Green and White, and Green and Gold color combinations.

The Conklin Nozac Symetrik plus a representative showing of Conklin Enduras, plus a reasonable

assortment of Conklin desk sets, plus a sizeable stock of the new Conklin low-priced Symetrik numbers equals volume and profit for you.

The enclosed order blank is a tonic prescription for your business---a pep builder for sickly cash registers

*Use it today!*

THE CONKLIN PEN COMPANY

*Conklin*



The Conklin NOZAC SYMETRIK squarely meets the universal demand today for a sac-less fountain pen of real dependability. A greater ink capacity and a filling mechanism radically different from any ever before developed make the Nozac the first really new fountain pen since the original Conklin self-filler.

**BLACK NOZAC SYMETRIK**  
(Sac-less)

Medium with clip only.  
49C Black with opaque ink chamber—\$6.00.  
49TC Black with transparent ink chamber—\$6.00.  
49BGC Black and Gold with opaque ink chamber—\$6.00.  
49BRC Black Ruby with opaque ink chamber—\$6.00.

**FOLIAGE PEARL ENSEMBLE**  
646FPC, \$7.00.  
Note: Combination pen and pencil carries separate guarantee.  
Not an Endura.

**FOLIAGE PEARL SYMETRIK**  
48FPC, Medium with clip, \$5.00  
68FPC, Long with clip, \$7.00  
38FP, Short with ring, \$5.00

**FOLIAGE PEARL SYMETRIK**  
88FPC  
Medium with clip \$3.50  
8FP, Long with clip \$4.00  
88FP, Short with ring \$3.50

**BLACK AND GOLD SYMETRIK**  
48BGC  
Medium with clip, \$5.00  
68BGC  
Long with clip, \$7.00  
38BG  
Short with ring, \$5.00

**BLACK AND GOLD SYMETRIK**  
88BGC  
Medium with clip, \$3.50

**8BG**  
Long with clip, \$4.00  
**88BG**  
Short with ring, \$3.50

# Conklin



**BLACK PURSE PEN**  
25614S  
Short with ring, \$2.75

**BLACK RUBY SYMETRIK**  
18BRC Long with clip, \$3.50  
18BRC Short with clip, \$3.50  
18SBR Short with ring, \$3.50

**DAWN PEARL SYMETRIK**  
33DP, Long with clip, \$2.50  
33SDP, Short with clip, \$2.50  
33SDP, Short with ring, \$2.50

**DECAGONAL FOLIAGE PEARL NOZAC SYMETRIK**  
(Sac-less)  
D49FPTC Foliage Pearl pen with transparent ink chamber—\$10.00.  
D49FPC Foliage Pearl pen with opaque ink chamber—\$10.00.  
D49TC Black pen with transparent ink chamber—\$10.00.  
D49C Black pen with opaque ink chamber—\$10.00.  
Medium with clip only.

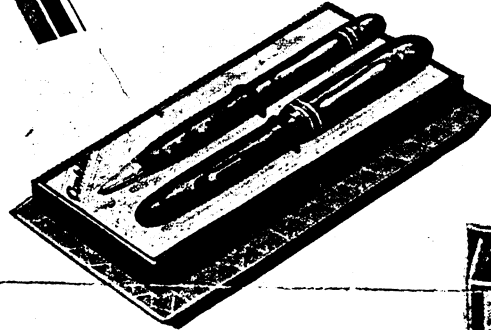
**DECAGONAL FOLIAGE PEARL SYMETRIK**  
D88SFPC Foliage Pearl, \$5.00  
D88SC Black, \$5.00  
Medium with clip only

**DAWN PEARL SYMETRIK**  
18DPC Long with clip, \$3.50  
18SDPC Short with clip, \$3.50  
18SDP Short with ring, \$3.50

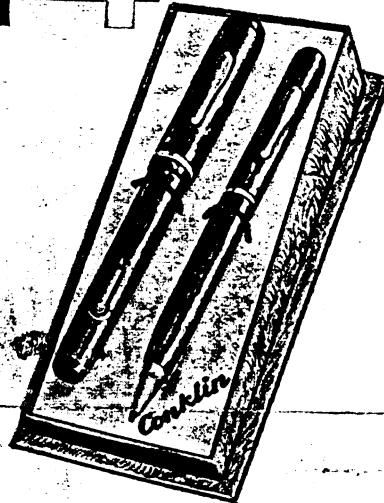
**BLACK RUBY SYMETRIK**  
33BR Long with clip, \$2.50  
33SBR Short with clip, \$2.50  
33SBR Short with ring, \$2.50

**BLACK 26C**  
26C Long with clip, \$2.75  
264S Short with ring, \$2.75  
269C Short with clip, \$2.75

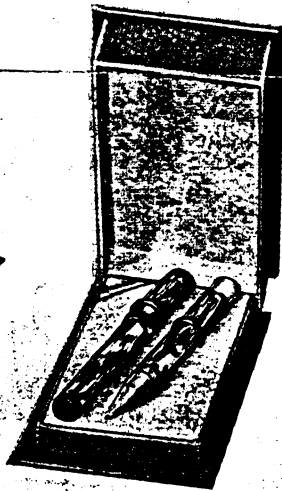
# Conklin



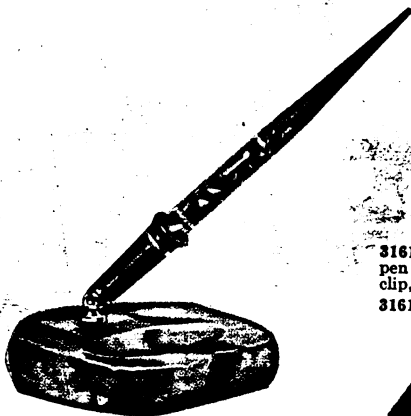
848FPC Foliage Pearl Symetrik Endura pen and pencil set, medium size, with clip—\$8.50.  
868FPC Large size with clip—\$11.00.  
838FP Short size with ring—\$8.50.



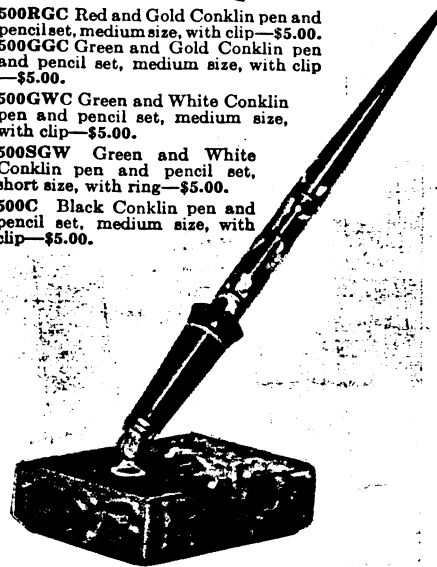
500RGC Red and Gold Conklin pen and pencil set, medium size, with clip—\$5.00.  
500GGC Green and Gold Conklin pen and pencil set, medium size, with clip—\$5.00.  
500GWC Green and White Conklin pen and pencil set, medium size, with clip—\$5.00.  
500SGW Green and White Conklin pen and pencil set, short size, with ring—\$5.00.  
500C Black Conklin pen and pencil set, medium size, with clip—\$5.00.



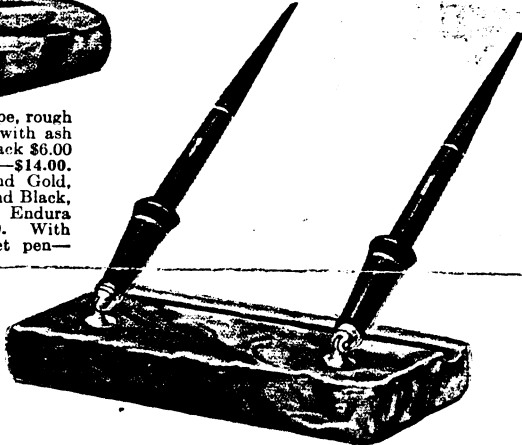
3161CBC Cream and Black Conklin pen and pencil set, large size with clip, \$6.00.  
31614SCB Short size with ring, \$6.00.



R1115PB Kidney shape, rough edge, Onyx desk set with ash tray and Pearl and Black \$6.00 Endura desk set pen—\$14.00. With Black, Black and Gold, Foliage Green Pearl and Black, Green or Blue, \$5.00 Endura desk set pen—\$13.00. With Conklin \$3.00 desk set pen—\$11.00.



B2015PB Rectangular imported Brazilian Onyx desk set with Pearl and Black, \$6.00 Endura desk set pen—\$11.00. With a Black, Black and Gold Foliage Green Pearl and Black, Green, or Blue, \$5.00 Endura desk set pen—\$10.00. With Conklin \$3.00 desk set pen—\$8.00.



R2715P Double rectangular, rough edge, Onyx desk set with two Black, Foliage Green Pearl and Black, Black and Gold, Green, or Blue, \$5.00 Endura desk set pens—\$20.00. With two Pearl and Black, \$6.00 Endura desk set pens—\$22.00. With two Conklin \$3.00 desk set pens—\$16.00.